



## **Cambridge International AS & A Level**

CANDIDATE  
NAME

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CENTRE  
NUMBER

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### **TRAVEL & TOURISM**

**9395/42**

Paper 4 Destination Development and Management

**May/June 2024**

**1 hour 30 minutes**

You must answer on the question paper.

You will need: Insert (enclosed)

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#### **INSTRUCTIONS**

- Answer **all** questions.
- Use a black or dark blue pen.
- Write your name, centre number and candidate number in the boxes at the top of the page.
- Write your answer to each question in the space provided.
- Do **not** use an erasable pen or correction fluid.
- Do **not** write on any bar codes.

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#### **INFORMATION**

- The total mark for this paper is 50.
- The number of marks for each question or part question is shown in brackets [ ].
- The insert contains all the figures referred to in the questions.

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This document has **12** pages. Any blank pages are indicated.

1 Refer to Fig. 1.1 (Insert), information about tourism in Türkiye.

(a) Explain **two** political objectives of the Ministry of Culture and Tourism in Türkiye.

1 .....

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2 .....

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[4]

(b) Assess the ways tourism ministries can help preserve the culture in destinations, such as Türkiye.

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(c) Discuss the reasons why having Blue Flag certification is important for Türkiye.

[12]

[Total: 25]

[Turn over

2 Refer to Fig. 2.1 (Insert), information about The Netherlands-Project.

(a) Explain **two** roles of The Netherlands-Project.

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2 .....

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[4]

(b) Assess the likely benefits for The Netherlands-Project of working with other tourism organisations.

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(c) Discuss the possible economic benefits of tourism for destinations.

[12]

[Total: 25]





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